



National Hispanic Media Coalition
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The Honorable Ken Salazar
702 Senate Hart Office Building
United States Senate
Washington, DC 20515

Dear Senator Salazar:

On behalf of the National Hispanic Media Coalition (NHMC), I am writing to thank you for introducing the National Museum of the American Latino Community Commission Act of 2007 (S 500). NHMC offers its strong and unqualified support of this legislation which will establish a federal commission to explore the viability of creating the "National Museum of the American Latino" in Washington, DC.

The lack of a Latino-focused institution located at the National Mall has long been of great concern to the Latino community. As you know, some of the most significant museums in our country sideline the National Mall between the United States Capitol and the Washington Monument. These museums purport to reflect the history, culture, and achievements of the people of the United States. Yet scarcely do any of the permanent exhibits in these museums represent the American Latino community's role in the history and culture of this country.

Even with the many challenges and opportunities facing the Latino community, the importance of proper representation of Latinos and their contributions in our nation's foremost cultural institution cannot be underestimated. I often tell others that NHMC's work is vital to the Latino community because "how we are perceived is how we will be treated." Hence the necessity to have a national Latino museum in our capital. Not only for the Latino community to be able to visit a place that archives Latino history, culture and contributions but also for others to be able to learn about the Latino community and realize that Latinos have indeed contributed a great deal to this nation. At a time when Latinos are often used as scapegoats in the media for all of society's ills, it is imperative that there be a place in our nation where we can factually contradict this adverse misconception.

Immediate passage of S 500 is a critical first step to creating an institution devoted to the research and study of American Latino life, art, history, and culture. Once again, we appreciate your leadership and look forward to working with you on advancing this historic effort.

Sincerely,

Alex Nogales
President & CEO

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